

**MANSFIELD DOWNTOWN PARTNERSHIP
BUSINESS DEVELOPMENT AND RETENTION COMMITTEE**

October 10, 2013

5:00 PM

**Mansfield Town Hall
Conference Room B**

MINUTES

Present: Steve Rogers (Chair), Roger Adams, Mona Friedland, Curt Hirsch, Paul McCarthy, Rene Schein, Brian Wells

Staff: Cynthia van Zelm

1. Call to Order

The meeting began at 5:10 pm.

2. Public Comment

There was no public comment.

3. Approval of Minutes from July 11, 2013 and September 12, 2013

Curt Hirsch made a motion to approve the July 11, 2013 minutes. Paul McCarthy seconded the motion. Brian Wells asked that the July 11 minutes be corrected to reflect that Charlene Cutler is the Director of The Last Green Valley and Ed Dombrosky and Janice Putnam are involved with the Eastern Regional Tourism District. Mr. Wells continued to advocate working with both organizations on joint advertising. The motion was approved with the change. Roger Adams abstained.

Mona Friedland made a motion to approve the September 12, 2013 minutes. Mr. Wells seconded the motion. The motion was approved.

4. Update on Tenanting and Ideas for future Tenants including the use of NAICS code

Cynthia van Zelm said she has a follow-up meeting with Committee member Girish Punj on the best use of the NAICS data that he suggested would be useful for the further tenanting of Storrs Center. Ms. Friedland thought the data could be helpful in looking at what successful downtown businesses might be replicated in Storrs Center.

Ms. van Zelm said that Horizons Travel has taken over the Travelplanners space and former Travelplanners employees are working at the travel agency. She also said that oneTribe clothing store is now open.

The Committee suggested other potential retailers which Ms. van Zelm will pass on to the development team.

5. Storrs Center Business Welcome Letter

The Committee revised the draft welcome letter to Storrs Center businesses and suggested that it ask for businesses to contact committee members with questions and concerns. Ms. van Zelm will send committee members a final draft for their review before sending out the letter.

6. Marketing of Storrs Center Businesses

Paul McCarthy said the UConn men's basketball team will host a Thanksgiving tournament and will have games on Friday and Saturday. The businesses downtown may get some good foot traffic.

Ms. van Zelm will reach out to the Last Green Valley and the Eastern Regional Tourism District to discuss marketing opportunities.

Mr. Rogers said it is important to market Storrs Center as a regional destination. The current attractions such as the Ballard Institute and Museum of Puppetry and Nathan Hale Inn can be marketed with Storrs Center.

Ms. van Zelm suggested that the format of Winter Fun Week last year whereby the Partnership marketed many events in the downtown area that were sponsored by others, i.e., UConn, Town, etc., was a good model.

The issue of the geographic boundary of Storrs Center vs. as larger downtown district was discussed, with respect to marketing. Ms. van Zelm said it has been brought up at other committee meetings and amongst the Partnership and Leyland staff.

The Committee encouraged the Partnership's Executive Committee to look at this issue.

7. Adjourn

The meeting adjourned at 6:15 pm. The next meeting is November 14 at 5 pm.